

ABSTRACT OF THE DISCLOSURE

It is an object to select the optimum converting means in accordance with print data and print the data at a high speed. To accomplish the above object, an information processing apparatus has: first converting means for converting print data into image data; second converting means for converting the print data into code data for allowing a printer to generate the image data; predicting means for predicting a printing time using the image data converted by the first converting means and a printing time using the code data converted by the second converting means; discriminating means for discriminating whether the printing time using the image data is shorter than the printing time using the code data or not on the basis of a prediction result by the predicting means; and selecting means for selecting the first converting means when it is determined by the discriminating means that the printing time using the image data is shorter and selecting the second converting means when it is determined by the discriminating means that the printing time using the image data is not shorter.

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